

ABSTRACT

Method and system for enabling a first person to produce a customized gift for a second person, including: providing a computer-readable storage medium having a control program and non-customized information stored thereon; obtaining data from the first person which relates to the second person; using the data to generate a customization code; providing the gift and the customization code to the second person; causing the control program to request the customization code from the second person; and using the customization code to select information from the non-customized information to provide a customized display to the second person. The gift is preferably purchased and customized through an Internet web site or other electronic system.

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